ORDER

Orders Agency Advertiser	Order / Rev:	108459		
	Alt Order #:	06870019		
	Product Desc:			
	Estimate:	Est 3178		KSNV
Agency	Flight Dates:	11/01/12 - 11/05/12	Primary AE:	Amy McCreary
	Original Date / Rev:	10/31/12 / 11/06/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Strategic Media Placement, Inc.		
	Buying Contact:		Billing Type:	Cash
Agency	Billing Contact:		Billing Calendar:	Broadcast
		7669 Stagers Loop	Billing Cycle:	EOM/EOC
		Delaware, OH 43015	Agency Commission:	15%
Advertiser	Name:	Heck, Joe for Congress — Revise)		
Agency	Demographic:	A25-54	New Business Thru:	
	Product Codes:	PLC02	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Povonuo Codos:	POLITICAL/ACY DOAN GEN	Aganay External ID:	

Bill P	lan
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Bill Plan					Totals						
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating		
10/29/12	11/05/12	17	\$43,350.00	\$36,847.50	November 2012	17	\$43,350.00	\$36,847.50	0.00		
					Totals	17	\$43,350.00	\$36,847.50	0.00		

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

•	O.L.	01	E I	l	D	0117	r:		0	Dala Dat	DL T	0 1	
Ln		Start	End	Inventory Code		Start/End	rime Days		Spots	Rate Pri		Spots	Amount
N 1	KSNV 1	11/01/12	2 11/05/12	M-F Early News	СМ	5-630p	MTF	- 1:00	3	\$2,400.001	0.00 NM	3	\$7,200.00
				M-F Early News									
	<u>Start</u>	Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
We	eek: 11/01	1/12	11/07/12	MTF	3	\$2,400.00	0.00						
N 2	KSNV '	11/01/13	2 11/05/12	M-F News 3 at El	even CM	11pm-1135	om MTF	- 1:00	3	\$2,400.001	0.00 NM	3	\$7,200.00
				M-F News 3 at E	leven								
	Start	Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 11/0	1/12	11/07/12	MTF	3	\$2,400.00	0.00						
N 3	KSNV	11/03/1:	2 11/04/12	Sa-Su News 3 at	ElevenCM	11pm-1135	omS	s 1:00	2	\$2,200.001	0.00 NM	2	\$4,400.00
				Sa-Su News 3 at	Eleven	•				,			. ,
	Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 11/01		11/07/12	SS		\$2,200.00	0.00						
N 4	KSNV	11/03/1:	2 11/04/12	News 3 Today - 9	SATUR D M	9am-930am	S	- 1:00	1	\$1,000.001	0.00 NM	1	\$1,000.00
		, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	_ ,,,,,,,,	News 3 Today -			. –		·	7.10			* .,
	Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
\Me	eek: 11/0		11/07/12	S-	1	\$1.000.00	0.00						
			2 11/04/12	LAW & ORDER (LF) CM		Sun 1::	s 1:00	1	\$90.003	0.00 NM	1	\$90.00
14 5	KOIV	11/00/1	2 11/0-11/2	Law & Order (LF		Out 1 zum 7	our ii			Ψ00.000	0.00 14141	'	ψ00.00
	Start	Date	End Date	Weekdays	, Spots/Week	Rate	Rating						
VAL	<u>عرهار</u> eek: 11/0		11/07/12	S	<u> </u>	\$90.00	0.00						
				Saturday Today		7a-9am	S	- 1:00	- 1	\$1,250.001	0.00 NM	1	\$1,250.00
ΝО	KSNV	11/03/1	2 11/04/12	Saturday Today	Civi	/a-gaili	3	- 1.00	'	φ1,250. 00 1	U.OU INIVI	,	\$1,250.00
	06. (D-1-	Carl Date	, ,	Consta AMa - I-	Dat-	Datina						
101	-	Date	End Date	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u>	Rating						
	eek: 11/0	1/12	11/07/12	3-	1	\$1,250.00	0.00					l	

Print Date: 11/06/12 15:16:06

Totals

\$43,350.00

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Order / Rev:

108459

Advertiser:

Heck, Joe for Congress

Alt Order #:

06870019

Product Desc:

KSNV

Flight Dates:

11/01/12 - 11/05/12

Estimate:

Est 3178

Inventory Code Break Start/End Time Days Ln Ch Start End Len Spots Rate Pri Rtg Type Spots Amount KSNV 11/04/12 11/04/12 News 3 Live in Prime CM 7-10pm ----S 1:00 1 \$3,600.001 0.00 NM \$3,600.00 News 3 in Prime End Date Spots/Week Rating Start Date Weekdays Rate ----S Week: 11/01/12 11/07/12 1 \$3,600.00 0.00 N 8 KSNV 11/03/12 11/03/12 RALSTON in PRIME ----S-CM 8-11pm 1:00 1 \$2,400.001 0.00 NM \$2,400.00 RALSTON in PRIME <u>Weekdays</u> End Date Spots/Week Rate Rating Start Date ----S-Week: 11/01/12 11/07/12 1 \$2,400.00 0.00 1p-9p N 9 KSNV 11/04/12 11/04/12 NFL End of Game BreakCM ----S 1:00 1 \$16.000.001 0.00 NM \$16,000.00 NFL End of Game Break Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/01/12 11/07/12 ----S 1\$16,000.00 0.00 N10 KSNV 11/04/12 11/04/12 Dateline AN СМ ----S 1:00 \$90.003 0,00 NM 12-3am \$90.00 Dateline NBC AN End Date Weekdays Spots/Week Rating Start Date Rate Week: 11/01/12 11/07/12 ----S \$90.00 0.00 N 11 KSNV 11/01/12 11/05/12 CM 205a-304a M--TF--1:00 2 \$60.004 0.00 NM Today-AN 2 \$120,00 Today-AN <u>Weekdays</u> Start Date End Date Spots/Week Rating Rate Week: 11/01/12 11/07/12 M--TF--\$60.00 0.00